Women Participation in an Ecotourism Village Management: A Case Study in the Ecotourism Village of Pampang, Paliyan District, Gunungkidul Regency, Indonesia

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Keywords: Participation, Women, Ecotourism Village

Abstract: The aim of the study was to identify women's participation in the management of tourism villages analysed from aspects of activity, access and control in the preparation of programs, implementation, monitoring and evaluation, as well as supporting and inhibiting aspects of women's participation. The method used is descriptive qualitative approach, by using naturalistic models that researchers act as key instruments. In addition to the FGD, data collection was through observation and in-depth interviews. The data analysis is based on gender sensitivity, includes: activity profile, access and control profile, analysis of supporting factors and inhibiting factors for women's participation in the management of tourist villages. The result obtained is that there are indications of the still low participation of women in the management of tourist villages in the research locations. Women's participation is still limited to providing food. Nevertheless there is a desire to play a further role in the development of the Ecotourism Village in Pampang, not just limited to taking care of culinary affairs.

1 INTRODUCTION

The contribution of the tourism sector in sustaining the economy is quite large, this is reflected in its contribution to the national GDP by 10% in 2015 (the highest in ASEAN) with an average growth above the industry. Foreign exchange 9.3% ranked fourth after palm oil, coal, crude oil and natural gas, with the highest growth compared to other commodities. The tourism sector is also able to provide 9.8 million jobs or 8.4%. In 2016 the number of foreign tourist visits was 12,023,971 visits with a fairly high growth of 15.54% (Thailand 9.7%, Singapore 7.9% and Malaysia 4.4%).

Half of Indonesia's population is women, a considerable potential if they can participate in tourism development. The level of women's participation in tourism development is not inseparable from the gender disparities that currently occur. The gender gap indicated by the achievement of the Gender Inequality Index (GII) in Indonesia in 2014 was 0.49 compared to the world average of 0.45, means that Indonesia's IKG was still higher. IKG is determined through three aspects, namely aspects of health, empowerment and economic status (HDR, 2015). Gender equality and women's empowerment are one of the goals of the Sustainable Development Goals (SDGs). Human development contains elements of gender equality and empowerment. To find out the success of human development is used HDI (Human Development Index), which was then further developed by UNDP with the Gender-related Development Index (GDI) to measure the gap in human development of men and women. Whereas to measure participation between women and men in economic, political and decision making activities, the Gender Empowerment Index (GEI) is used.

The tourism sector, which is able to boost foreign exchange and provide considerable employment opportunities both formally and informally, can certainly be used to the maximum to reduce the gender gap that occurs. This is in line with the Village Law Number 6 of 2014 which establishes the principles of participation, equality and empowerment. These three principles are the foundation of inclusive village development, which accommodates the value of gender equality through women's participation and empowerment.

Gunungkidul is one of the regencies that has considerable tourism potential in DIY. It has various forms and types of tourist destinations in the form of beaches, karst, as well as other beautiful natural

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/ panoramic views. From 2011 to 2015, tourist visits to Gunungkidul experienced a sharp increase, an average of 45% per year from 616,696 visits to 2,642,759. At present the Gunung Kidul Regency GDI is 83.1, still far below the DIY Province average that is 94.41, so is the GEI that is only 64.48 meanwhile the DIY Provinse average is 68.75. This indicates that the level of equality and empowerment is still low, as shown in the following Figure 1.



Figure 1: Achievement of GEI, HDI, and GDI of Gunung Kidul Regency and DIY Province in 2015.Source: KPP-PA, 2016

In 2015, Gunung Kidul HDI amounted to 67.41 below the DIY HDI of 77.55; The male HDI is 74.06 below the average DIY achievement of 80.6; likewise with female's HDI of 61.55 below the DIY of 76.09. The gap between the HDI male of Gunung Kidul Regency and the average male of DIY HDI shows a smaller number compared to the gap between the HDI of Gunung Kidul District female and the average of DIY HDI of female. For the comparison of HDI of women and men in Gunung Kidul Regency, the gap is quite high at 13.51. The GDI also shows a considerable difference between the DIY average GDI and the Gunung Kidul Regency GDI. From here it shows that there is still a considerable gap between the role of women and men in human development.

The aim of the study was to identify women's participation in the management of Tourism Villages in terms of aspects of activity, access and control in program preparation, implementation, monitoring and evaluation, as well as supporting and inhibiting aspects of women's participation.

2 LITERATURE STUDY

2.1 Gender Analysis

Gender analysis is used to analyze issues of gender injustice (Fakih, 1995) (Puspitawati, 2009). It is necessary to distinguish between gender differences and gender inequalities with the structure of society's injustice. The concept of gender provides an understanding of the significance of women and men who are constructed socially and culturally. Women are considered motherly, gentle, emotional, painstaking, and other characteristics that are considered inherent in women. While men are considered strong, powerful, rational and other characteristics that are considered inherent in men (Fakih, 1995). Social construction actually places women in an unfavorable position, and often women lose the opportunity to actualize because of this. This issue creates a barrier for women to carry out activities in the public sphere. Gender analysis is used to analyze the position of men and women in society to identify their specific potential and needs, especially focusing on the imbalance of power, welfare and workload between men and women in society. The gender analysis is a process of analyzing data and information systematically about men and women to identify and reveal the position, function, roles and responsibilities of men and women and the influencing factors (Puspitawati, 2009). Gender analysis is used in developing Gender Mainstreaming (PUG) policies to achieve justice and gender equality by taking into account the experiences, aspirations, needs and problems of women and men in planning, implementing, monitoring and evaluating all policies and programs in various fields of life and development.

In the instructions of the President of Indonesia Republic No. 9 of 2000 concerning Gender Mainstreaming in National Development, gender is a concept that refers to the roles and responsibilities of men and women that occur as a result of and can be changed by the social and cultural conditions of the community. Gender is different from the characteristics of men and women in a biological sense (of Women's Empowerment and Protection, 2016). Gender meaning refers to differences in men and women in roles, behaviors, activities and attributes that are socially constructed. This difference is not a problem if accompanied by justice between the two. Therefore gender equality is a right that should be obtained so that men and women have equal opportunities to play a role and participate in the field of life.

One of the Sustainable Development Goals (SDGs) is aimed at achieving gender equality and empowering women. According to the United Nations gender equality refers to equal rights, responsibilities and opportunities between men and women. Men and women have the same role in development so that they have the same rights to contribute and enjoy the results of development both in the economic, political and social fields. There are inequalities in tourism development (Skanavis and Sakellari, 2008). The role of women has not been optimal because there is a

dilemma in the community towards the position of women (PUTRI et al., 2017) Behavior and a genderconscious perspective is needed to reduce this gap in planning to decision making. There was still discrimination against the social status of women and thus became an obstacle in women's empowerment (Skanavis and Sakellari, 2008). The lack of women's participation in contributing to development programs caused the gap to continue.

2.2 Women's Participation

Participation shows involvement in an activity. Participation is interpreted as the involvement of mentality and emotion of a person within a situational group which increase the contribution to common goals and share the duty (Davis and Mewstrom, 1990). Participation creates a sense of responsibility and sense of belonging towards an activity carried out together to achieve a common goal. Women's participation in the 'PKK' (family welfare and empowerment forum) whose members are all women, tends to be more active, the members freely express their aspirations (Agnes et al., 2016). Different from the Musrenbang forum in which women never voiced their aspirations directly but through the PKK chair. There is still reluctance (lack of confidence) when women are in meetings / events with heterogeneous participants with limited number of female participants (Agnes et al., 2016). The measure of women's participation in development can be seen from the role of women as actors, controllers, decision makers, advisors and beneficiaries of development (Sofiani, 2009). The limited opportunities of women to be involved in public forums in their environment, besides being technical, are recognized that the confinement of domestic roles experienced by them in the household plays a major role in limiting their external roles, so that these roles automatically handed over entirely to men as the head of the household (Listyaningsih). Besides these technical constraints, the commitment of the seriousness of the policy makers to involve women is indeed not owned by leaders at the 'RT' level.

The involvement of women as members of the BKM (Community Empowerment Organisation), has no problems in it (Widayati and API, 2015). Even women are chosen as managers of environmental activities whose activities are physical development, such as road hardening, building culverts and so on. Solving problems, especially those concerning women's issues (e.g. toilet needs) can be quickly realized because women are involved in decision making. This condition is different from what was explained earlier, because the BKM put forward the participation of women since the beginning. The proportion of women classified as 'responsible' is twice higher than men. This type is socially active and emotionally stable. They tend to be capable of self-actualization, less aggressive or dogmatic, and learning quickly and easily. They can influence others through the use of arguments, tolerate high levels of stress, are willing to take on more difficult tasks and tend to form their own independent opinions. They prefer a participatory management style, use more cognitive control strategies and tend to ask for professional help. They are more willing to take risks and suffer less from stress, because they tend to see stressful events positively. In social situations, they look for other people who have the same characteristics of personal responsibility (Hall et al., 2005).

2.3 Ecotourism Village

Tourism can contribute to development and poverty reduction by providing economic, social, cultural and environmental benefits (UNWTO). One of the tourism sectors is the Ecotourism Village. Tourism villages are a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated with prevailing procedures and traditions (Nuryanti, 1993). Tourist villages are a rural area with an overall atmosphere that reflects the authenticity of 'the village', both from the structure of space, the architecture of the building, and the pattern of sociocultural life of the community (Pitana, 2006). Ecotourism is interpreted as an environmentally responsible tourism, which offer enlightenment and a visit to unspoiled natural areas to enjoy and appreciate the nature and its cultural features, which promotes conservation, contains low visitor impact, and provides active socio-economic involvement from local residents (Scheyvens, 2000). Ecotourism villages incorporate elements of preservation of the environment, local culture and can increase the income of the local community. Community-based ecotourism (CBT) places the community as the main actor in managing ecotourism businesses in the region and can create jobs and business opportunities for the community. In the concept of tourism villages, the community acts as an actor through empowering the community in it.

2.4 The Role of Women in Ecotourism Villages

Empowerment is defined as a process in demanding change, especially for women, in both public and private environtments, in relations of authority to control economic, material, political resources (Lunardi et al., 2015). Empowerment is inseparable from women's participation. The involvement of women in managing tourism village can provide space to develop their potential. Women are involved in planning, implementing, monitoring and evaluating as well as in decision making related to tourism development. In addition, women also take responsibility in preserving the traditional values in their village as a form of social responsibility. Tourism is proven to be able to create a space for empowering women psychologically and socially to get innovative economic income with their courage to actively contribute to the management. Women, if given the opportunity, can contribute to sustainable development in the form of decision making, running processes and environmental management while earning income (Ateljevic, 2008). In other words, women's participation with all of their potential have a great contribution to decision-making and environmental management in the development of tourism villages, which are in line with sustainable development programs (SDGs).

3 RESEARCH METHODS

Qualitative methods were used in this study, which resulted in descriptive data in the form of written or oral words from people and observed behaviors and social phenomena (Sutopo, 2002). The naturalistic qualitative approach shows the implementation of research naturally, so it requires the involvement of researchers directly in the field (Arikunto, 2006). In qualitative (naturalistic) research, the researcher is the key instrument (Sugiyono,). The case study leads to a detailed description and in-depth of the portrayal of what actually happened according to what is in the field of study.

In a gender perspective study with a descriptive qualitative approach, interaction between researchers and those studied is very helpful in explaining the problems faced by women. Research questions about 'why' and 'how' are questions that are able to uncover the background of a problem. Addition of data is still possible both during analysis and when writing reports (Sugiyono,). To re-check the degree of trust in information with triangulation (Moleong,).

Data was collected through observation, in-depth interviews and Focus Group Discussion (FGD). Observations were made to obtain empirical data in the form of activities or activities related to the theme of women's participation. During the observation, interviews were also conducted informally. In-depth interviews were carried out so that there was a deep interaction between the researcher and the one being studied, in a non-rigid atmosphere. To simplify the process, an interview guideline was used which contained outlines relating to matters that would be explored from the informants, whose are the civill servants, the management of the tourism village, the Pokdarwis administrators, the village administrators (pamong desa), the PKK chairman, the head of the Women Farmers Group, and the local women of Tourism Village Pampang. The FGD was conducted with the aim of obtaining in-depth and valid information from various relevant parties as well as verification of various findings obtained through other instruments. All FGD participants were women, consisting of administrators and members of Pokdarwis, PKK, women farmers groups, health cadres and residents.

In this research on gender perspective, gender analysis is applied. Gender analysis is an analysis used to analyze the position of men and women in society to identify their respective potential and specific needs, especially focusing on the imbalance of power, welfare and workload between men and women in society. Gender analysis provides theoretical tools to understand that the subject matter is an unfair system and structure (Fakih, 1995). Basically the analysis includes: profile of activities, profile of access and control, analysis of supporting factors and inhibiting factors for women's participation in the development of tourism villages.

4 RESULTS AND DISCUSSION

In Gunung Kidul Regency there are 18 tourist villages, one of which is the Ecotourism Village of Pampang. One of the values in the development of tourist villages as village superior programs is participatory development, which places citizens (including women) as agents of change. By exploiting the potential that exists in the tourism sector, it is expected to reduce the level of gender inequality through increasing women's participation in the management of tourist villages and in turn increasing the Human Development Index.

Pampang Village is located in Paliyan District, Gunungkidul Regency, DIY with an area of 371,650 Ha. Most of the land is agricultural land, where the yield of rice can only be harvested once a year, the rest is planted with crops and animal feed. The population is 2,780 people, 52% are women and 48% are men. The majority of the villagers' livelihoods are as farmers. It can be seen in the following Figure 2.

More than half of the population or as many as 1,437 people are farmers, only 102 people are civil



Figure 2: Livelihoods of Papang Villagers, Source: Pampang Village

servants, 569 are private and 672 others. Sometimes when the dry season arrives, some residents go to the city to find work. It seems that the education level has a correlation with livelihoods, most of the population of Pampang Village has junior high school education, as presented in Figure 3 below.



Figure 3: Education Level of Pampang Villagers, Source: Pampang Village

The data in Figure 3 shows that only 3% of the population has a bachelor's degree (S1), 1% diploma, 10% high school / equivalent. Most of the residents are junior high school / equal and even do not graduate from junior high school. Economic / income factors influence the low ability to continue to a higher levels of education.

4.1 Potential Tourism of Pampang Ecotourism Village

The Ecotourism Village of Pampang has the potential of a vast and verdant rice field, the Kedungdowo river which flows calmly between the green fields and bamboo clumps and the many trees that grow as habitat for wild birds. Visitors who come to Pampang Ecotourism Village can enjoy and get education about natural, environmental and cultural sustainability. Interesting attractions offered to visitors / tourists are in the form of bird conservation, river tubing, tracking, agro tourism, out bond, silver handicrafts and traditional Pampang culinary markets. The culture and customs in Pampang Village are Rasulan Traditional Ceremonies (village cleaning) and Gumbrekan Traditional Events (cow salvation).

4.2 Activity Profile

The daily activities of Pampang Village women in managing tourism villages can be said to be minimal. They are only involved in providing culinary when there are tourists and events such as the culinary market, which the implementation does not run routinely. However, according to several informants, there was a desire of the women to play a further role in the development of the Ecotourism Village in Pampang, not only limited to culinary matters. Daily activities besides doing their role as housewives are also doing a lot of activities in the fields or moorings including looking for and feeding livestock. Women's territories are concentrated in and around households. spending almost all of their time in their own environment, except for time spent working in fields or gardens in the valleys around the village (Tucker, 2005). Women's daily activities in Pampang Village begin with prayers (around 4 a.m.), spend the afternoon by working in the field or doing household and end after accompanying children to study around 8-9 p.m. Even though the amount of time given in the fields / moor takes around 5 hours per day and carried out routinely, they consider that these activities are only to help their husbands. Although women's participation as help is meaningful, it does not mean that she will be the one responsible for the activity, she has no control of the administration of resources which has been taken care of by men and this concept are common in the establishment of rural tourism (Lunardi et al., 2015).

From the activities carried out on a daily basis most of the Pampang village women play a greater role in the domestic sphere. This can be understood because the level of education they obtain, on average, is still low, and because they have limited access to be active in the public sphere. Activities in the public sphere carried out by them were in the form of activities in women's group meetings, namely the PKK, women's farmer groups, and health cadres. However, these activities were not attended by all women in Pampang Village. Even though the time is only short, according to responders, these activities are considered to be quite beneficial to them as a means of interacting and socializing. Based on the authors' observation, in a women's farmer group meeting, PKK, and health cadres, they were quite active because all the participants were women, so there was no feeling of hesitation in expressing their opinions.

4.3 Women's Access and Control in Ecotourism Village Management

In developing an ecotourism village requires the involvement of the community (community based) as the administrator. This is because the community has knowledge about the potential of nature, culture and customs as well as the habits of the villagers who have selling values and are useful for increasing the income and welfare of the community. Communitybased ecotourism besides empowers the community also increases knowledge (education) of tourists in terms of conservation of nature, environment, culture and customs and other interesting things for tourists to learn. The involvement of the community as agents of rural tourism development in tourism village management is absolutely necessary. With the empowerment in ecotourism, it will give a sense of pride and awareness of the importance of their natural resources and control over self-development of the local communities (Scheyvens, 2000). For those reasons, understanding, support and involvement from the community is needed to create a conducive atmosphere.

Unfortunately in the Ecotourism Village Pampang, the involvement of women in the management of tourist villages is still very low, although more than half (52%) of the population of Pampang Village are women. Among the 19 Pokdarwis (Tourism Awareness Group) administrators, the women were only 4 people or around 21%, as members of the waste bank section / unit, which was included as one of the sections in Pokdarwis. The low number of women in the management indicates a lack of space given to women to take part in managing the tourism village of Pampang. This will also limit the aspirations of women in developing tourism in their villages. According to some informants (from civil servants, village administrators, tourism conscious group, residents) the role of most women is still limited to the culinary field. The culinary field activities carried out include the digital market by providing Pampang regional culinary products, providing food in the form of snacks and lunch of guests in need, as well as in events held in the Ecotourism village of Pampang. The tourists' food and the culinary market are provided in groups, by making use the existing groups namely women farmer groups. Even though they look busy as the main helpers but in fact they are still limited to carrying out technical activities / implementer rather than decision-making activities in the planning and supervision / control of tourism development programs in their villages, the same way as the man who has no right to participate in the household activities (Lunardi, Souza and Perurena, 2015). Likewise in waste

bank activities, women still play a role as executors rather than as planners, decision makers or control activities. They sort the waste, record it, then reported the results at the monthly meeting. They actively came to the monthly meeting but, according to the informant, they were not active in expressing their opinions. The waste sorting activity usually starts at 09 am until 12 noon. Before carrying out activities in the waste bank, they completed all their household chores. Pampang village women can be active outside their house without having to leave their household affairs. All of these activities is done happily without feeling any burden. They feel proud because they can play a role in their village. The steps to realize women's rights are to eliminate differences, disparities / gaps or conditions that harm women (Syukrie, 2003).

4.4 Supporting and Inhibiting Factors

According to the informants, the factors that support women's involvement to be active in managing Pampang tourism villages include self-awareness, the desire to advance the village, the permit from husband, having free time, having a culinary market, and having a green village. Self-awareness that arises are due to a sense of calling to develop tourism in their village that is reflected in the seriousness of some women who still provide culinary wares for visitors even though there are other jobs that must be completed at the same time, and due to the awareness of self-development needs to increase skills and knowledge in the culinary field. Husband's permission and support are the driving factors that cause them to be able to actualize totally in every activity, besides their spare time which they deliberately set aside from their daily activities in completing household chores. They must be smart to divide the time so that when the house is left there is no one neglected. The existence of a culinary market and the existence of green villages, which according to informants as supporting factors, indicate that in fact the women involved in it need a means to actualize that is still related to activities in the domestic sphere.

The inhibiting factors that were felt by the women include: not being involved in activities that support tourism, there has been no guidance, husbands do not support, busy taking care of households and rice fields, lack of awareness, and lack of insight. The involvement of women in promoting tourism in their village requires opportunities given to women to join in it. From the author's observation, the limited opportunities provided were caused by the assumption that women were busy taking care of their households. The other phenomenon that also happened was some women who were active in the tourism activities were migrants.

5 CONCLUSIONS

Women's participation in managing the Pampang Ecotourism Village is still very low, in the management of Pokdarwis (tourism conscious group) only 21% are women, and even then are not included in the core management, but as members of the section. This indicates a lack of space given to women to take part in managing the tourism village of Pampang (public domain). Activities in tourism are still limited to providing culinary for tourists and the culinary market. The daily activities of most of them are housewives, completing household chores and helping husbands to work and carry out / feed the animals.

Factors that support the involvement of women to be active in managing Pampang Tourism Village include: self-awareness, the desire to advance the village, the permission of the husband, having free time, the culinary market, and the existence of a green village. While the inhibiting factors are: there was no involvement in activities that support tourism, there has been no guidance, husbands do not support, busy taking care of households and rice fields, lack of awareness, and lack of insight.

RECOMMENDATIONS

Although the government has formulated policies to increase women's participation, their participation in the management of the Pampang Ecotourism village is still low. Threfore, it is urgently needed some effective and active regulation to increase their participation, such as:

- 1. For governments (policy makers) by continuing to formulate policies and initiate programs that involve many women and to oversee programs / activities that involve many women.
- 2. For village governments by including women in the core management of tourism villages and Pokdarwis, providing opportunities for women to increase their capacity through sending female participants in trainings held by many tourism agencies and other institutions related to tourism development, and holding activities that involve many women's participation.

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